

**REMOVING BARRIERS  
THROUGH  
AUTHENTIC  
COMMUNICATION**

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**First, let's talk about  
your communications  
ecosystem.**



**Email**

**Online Display Ads**

**Website**

**Social Media**

**Traditional**

**Relevance drives  
response.**

**Response drives  
revenue.**

— Lee Gallagher

**Right *Message***

**Right *Person***

**Right *Time***

**Right *Channel***



**Using storytelling to  
create meaningful  
engagement with  
current and potential  
audiences.**

# Establish Outcomes

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**To communicate effectively, we must establish *targeting*, *messaging*, and desired *outcomes*.**

## Barriers to Cultural Participation

- 1. It's not for someone like me**
- 2. I didn't think of it**
- 3. It's inconvenient**
- 4. I couldn't find anyone to go with**
- 5. Its value is not worth the cost**

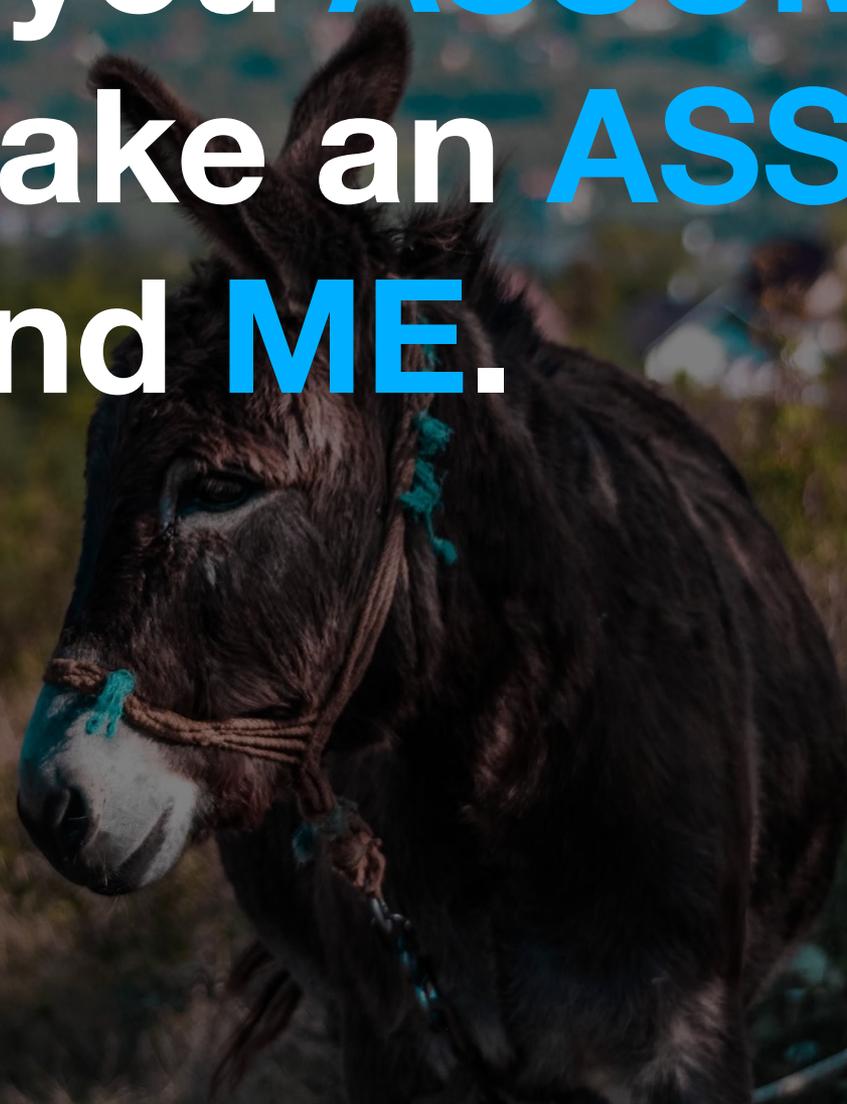
**Let's democratize our  
communications.**



Eliminate *jargon* and *org speak*.

Focus on the *patron* experience and *impact*.

When you **ASSUME**,  
you make an **ASS** out  
of **U** and **ME**.

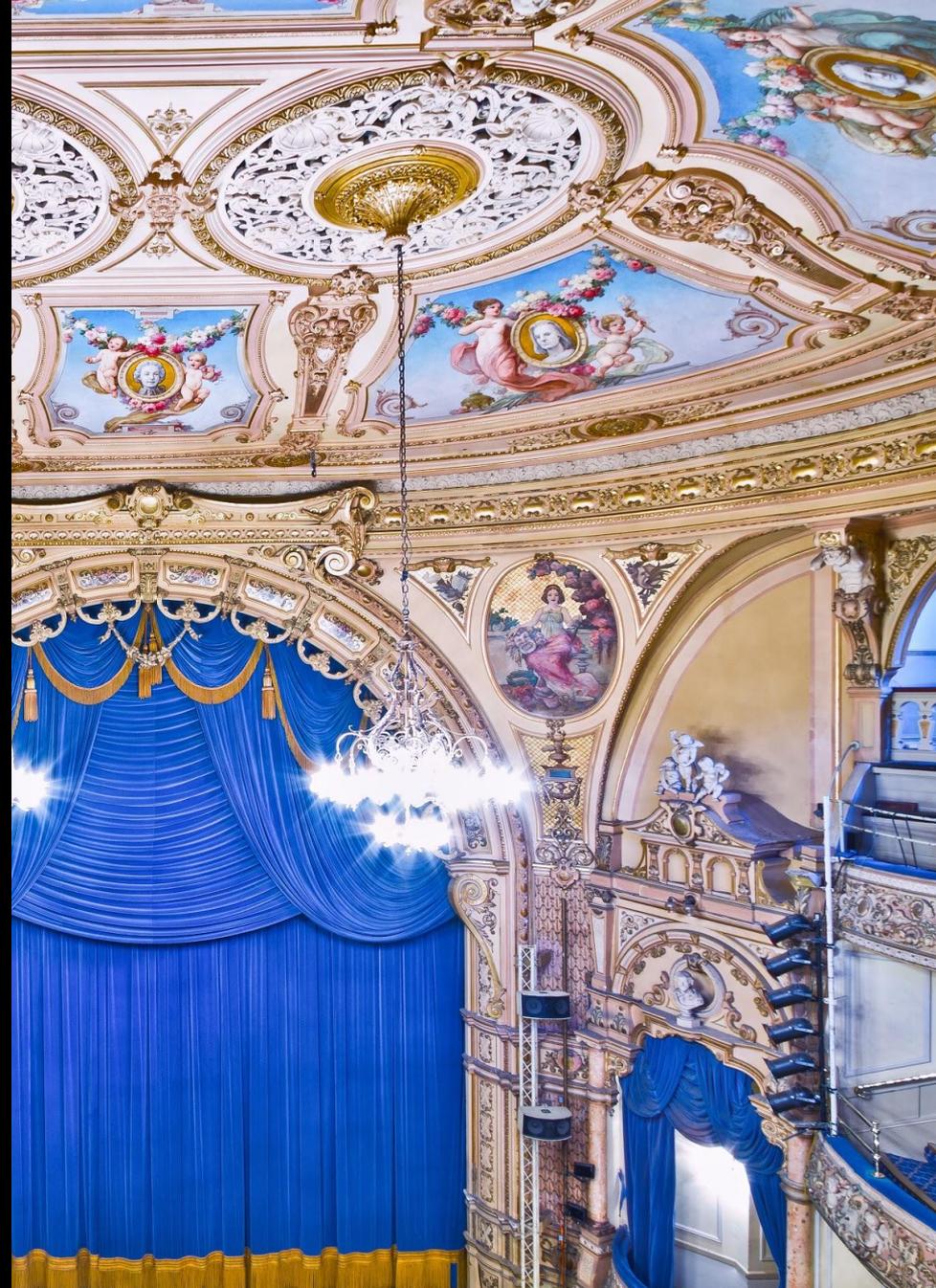


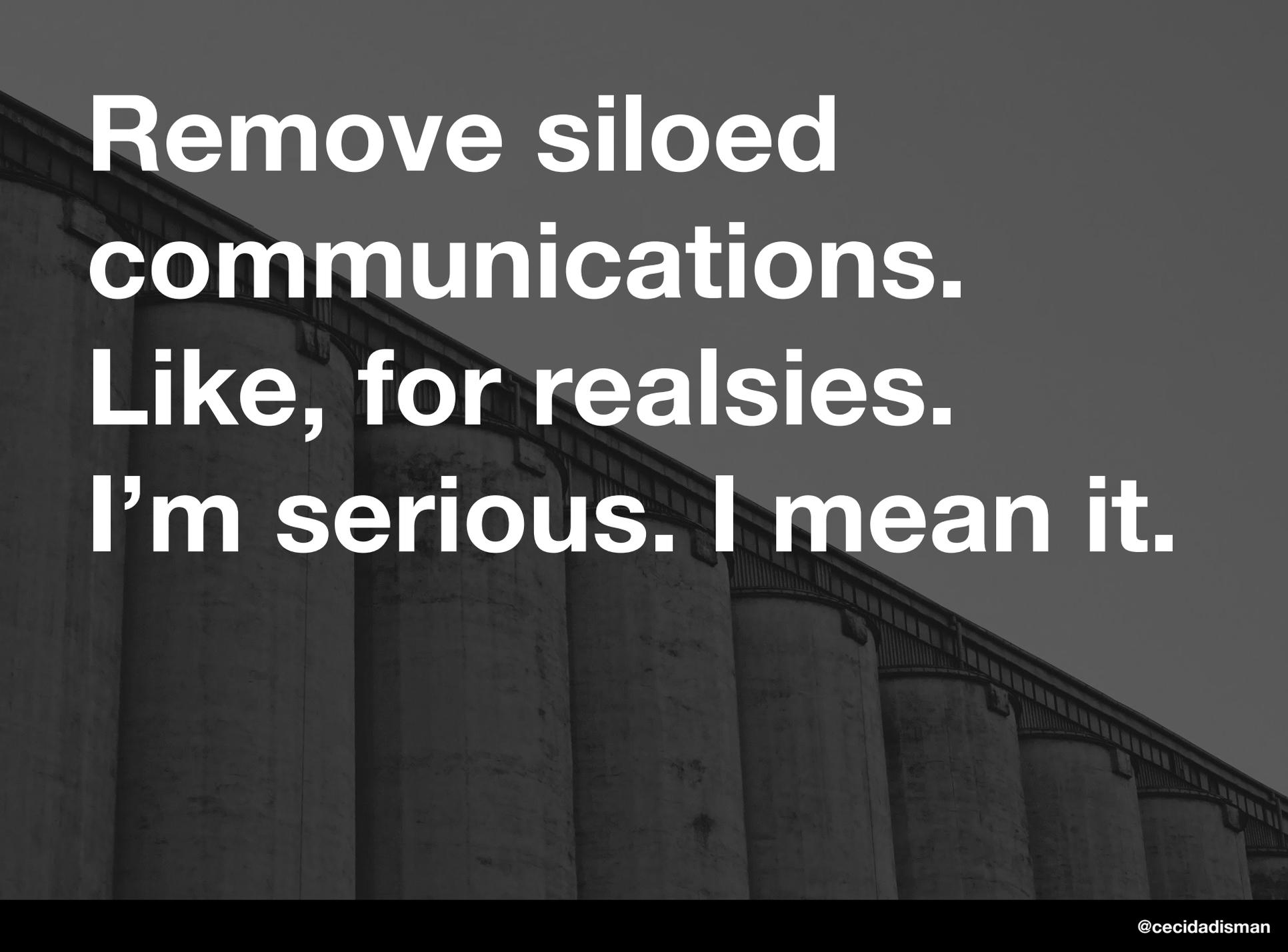
# What Ballet Austin found when they stopped *assuming* and started getting real.

We unknowingly create barriers through our most fundamental communications.

# Create a Plan

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**Remove siloed  
communications.  
Like, for realsies.  
I'm serious. I mean it.**

# July-December 2017 (Updated 11/2/17)

## Brand Content Plan

This document helps plan communications for promoting the Mia brand, brand content themes and generally connect with projects through those themes. We use the tool to:

**1. Draft the Plan.** The planning tool helps to start inter-departmental conversations through monthly Content Team meetings. Team members identify opportunities and share work plans to ensure we use our channels.

**2. Establish Touchpoints and Make Decisions.** It highlights each division's work that potentially has or needs a communications touch point, and helps to guide the decision-making process for Leadership Team.

**3. Tracks Resources.** It tracks the allocation of resources toward communication goals, as well as strategic initiatives and the ways in which they roll up to the content.

### COMMUNICATION CHANNEL KEY

**Advertising:** Advertising dollars are earmarked for Target Gallery shows and other revenue generating opportunities. Advertising messages bring general awareness to a broad audience, with the goal of convincing someone to respond to the desired call to action.

**Email:** Includes information about upcoming events, exhibitions, and lectures.

**Direct Mail:** **Highlights:** Printed four times a year and sent to approximately 45K homes. Typically contains events /programs that are broadly appealing and have revenue-generating potential. **Staff:** Printed three times a year and sent to approximately 6,500 homes. Content contains adult programming. **Art + Play:** Printed two times a year and sent to approximately 5,000 homes. Content contains child and family programming. **Summer Camp:** Printed once a year and sent to 6,500 homes.

**Mia Stories:** The museum's blog. **Trending Now:** A special collection of Mia Stories offering personal perspectives on current topics. **Newsflash:** Digital versions of the in-gallery news bites. **Art Inspires:** Essayification from local authors.

**Month Advertising:** Directional, Exhibition Promotion, My Mia, and event messaging.

**Public Relations:** The official messaging placed in news media.

**Social Media:** Facebook: Mia's largest social audience (95K) and greatest reach capacity, with strengths in paid targeted advertising, video content, Facebook events, and sharing stories that fuel curiosity about the collection and museum. Twitter: Mia's second largest social audience (45K), with strengths in partner tagging, trending topics, timely event-based sharing, and responses to audience tweets. Instagram: Mia's social audience with the most growth potential (29K). Posts that do well include images of artworks tied to relevant "haztigh holidays," trending topics, artist birthdays, images that showcase museum spaces, and more playful content.

**Website:** The front page content is determined by the Brand Content Plan.

**Digital Signage:** Located at the Third Avenue entrance and Target Wing entrances, the content typically promotes exhibitions only.

**Deadlines:** Information is due for upcoming printed pieces.

### Brand Content Themes

### Communication Channels

### Featured Exhibitions

### Projects with Communications Touch Points

July	August	September	October	November	December
<b>HERO:</b> Chinese Gate Buddha Sculpture Court	<b>HERO:</b> Mia Brand/ Art is Essential	<b>HERO:</b> Eyewitness Views	<b>HERO:</b> Eyewitness Views	<b>HERO:</b> Eyewitness Views	<b>HERO:</b> Eyewitness Views
<b>Mia OPPORTUNITY:</b> TBD	<b>Mia OPPORTUNITY:</b> TBD	<b>NATIONAL CONVERSATION:</b> Federal Arts Funding	<b>NATIONAL CONVERSATION:</b> Fall/Halloween/Death (can be tied to Cover Fast piece)	<b>NATIONAL CONVERSATION:</b> Native American Heritage Month	<b>NATIONAL CONVERSATION:</b> The Holidays
<b>ADVERTISING:</b> Eyewitness Views Invites Hit Homes	<b>ADVERTISING:</b> Fall Add/Ask Direct Mail Hit Homes	<b>AUDIENCE ENGAGEMENT:</b> Ad Campaign (Eyewitness Views)	<b>AUDIENCE ENGAGEMENT:</b> Ad Campaign (Eyewitness Views)	<b>AUDIENCE ENGAGEMENT:</b> Ad Campaign (Eyewitness Views)	<b>ADVERTISING:</b> Year End Add/Ask Direct Mail Hit Homes
<b>AUDIENCE ENGAGEMENT:</b> Email	<b>AUDIENCE ENGAGEMENT:</b> Email	<b>AUDIENCE ENGAGEMENT:</b> Email	<b>AUDIENCE ENGAGEMENT:</b> Email	<b>AUDIENCE ENGAGEMENT:</b> Email	<b>AUDIENCE ENGAGEMENT:</b> Email
<b>AUDIENCE ENGAGEMENT:</b> Mia Stories/Feature TBD	<b>AUDIENCE ENGAGEMENT:</b> Member Guide Direct Mail Hit Homes (Eyewitness Views)	<b>AUDIENCE ENGAGEMENT:</b> Mia Stories/Feature TBD (Labor Day)	<b>AUDIENCE ENGAGEMENT:</b> Mia Stories/Feature TBD (Artful Death keynote speaker with Cathy Wurzer (interview))	<b>AUDIENCE ENGAGEMENT:</b> Mia Stories/Feature J. Aliberg Yoh (Checkmate Identity)	<b>AUDIENCE ENGAGEMENT:</b> Mia Stories/Feature Local Photographer conversation on media literacy
<b>AUDIENCE ENGAGEMENT:</b> Mia Stories/Trending Now TBD	<b>AUDIENCE ENGAGEMENT:</b> Mia Stories/Trending Now J. Grooters (Sonnart Artists)	<b>AUDIENCE ENGAGEMENT:</b> Mia Stories/Trending Now J. Chevalier (Undocumented/Nisenbaum)	<b>AUDIENCE ENGAGEMENT:</b> Mia Stories/Trending Now G. Ritter (Art with Bob, Jill, Dennis)	<b>AUDIENCE ENGAGEMENT:</b> Mia Stories/Trending Now T. Gihring (What is American Art?)	<b>AUDIENCE ENGAGEMENT:</b> Mia Stories/Trending Now K. Gardner (Empathy/Christone)
<b>AUDIENCE ENGAGEMENT:</b> News Flash (4 to 6 stories each month)	<b>AUDIENCE ENGAGEMENT:</b> News Flash (4 to 6 stories each month)	<b>AUDIENCE ENGAGEMENT:</b> News Flash (4 to 6 stories each month)	<b>AUDIENCE ENGAGEMENT:</b> News Flash (4 to 6 stories each month)	<b>AUDIENCE ENGAGEMENT:</b> News Flash (4 to 6 stories each month)	<b>AUDIENCE ENGAGEMENT:</b> News Flash (4 to 6 stories each month)
<b>AUDIENCE ENGAGEMENT:</b> Art Inspires Essay Tim Gihring	<b>AUDIENCE ENGAGEMENT:</b> Art Inspires Essay Tim Gihring	<b>AUDIENCE ENGAGEMENT:</b> Art Inspires Essay Tim Gihring	<b>AUDIENCE ENGAGEMENT:</b> Art Inspires Essay Tim Gihring	<b>AUDIENCE ENGAGEMENT:</b> Art Inspires Essay Tim Gihring	<b>AUDIENCE ENGAGEMENT:</b> Art Inspires Essay Tim Gihring
<b>AUDIENCE ENGAGEMENT:</b> Public Relations	<b>AUDIENCE ENGAGEMENT:</b> Public Relations	<b>AUDIENCE ENGAGEMENT:</b> Public Relations	<b>AUDIENCE ENGAGEMENT:</b> Public Relations	<b>AUDIENCE ENGAGEMENT:</b> Public Relations	<b>AUDIENCE ENGAGEMENT:</b> Public Relations
<b>AUDIENCE ENGAGEMENT:</b> Social Media	<b>AUDIENCE ENGAGEMENT:</b> Social Media	<b>AUDIENCE ENGAGEMENT:</b> Social Media	<b>AUDIENCE ENGAGEMENT:</b> Social Media	<b>AUDIENCE ENGAGEMENT:</b> Social Media	<b>AUDIENCE ENGAGEMENT:</b> Social Media
<b>MEDIA AND TECHNOLOGY:</b> Digital Signage (TBD)	<b>MEDIA AND TECHNOLOGY:</b> Digital Signage (TBD)	<b>MEDIA AND TECHNOLOGY:</b> Digital Signage (Eyewitness Views)	<b>MEDIA AND TECHNOLOGY:</b> Digital Signage (Eyewitness Views)	<b>MEDIA AND TECHNOLOGY:</b> Digital Signage (Eyewitness Views)	<b>MEDIA AND TECHNOLOGY:</b> Digital Signage (Eyewitness Views)
<b>DEADLINE:</b> Ticketing Requests (November 28)	<b>DEADLINE:</b> Ticketing Requests (November 28)	<b>DEADLINE:</b> Ticketing Requests (November 28)	<b>DEADLINE:</b> Ticketing Requests (November 28)	<b>DEADLINE:</b> Ticketing Requests (November 28)	<b>DEADLINE:</b> Ticketing Requests (November 28)
<b>MAEP Joe Simms US Bank Gallery (9/21/17-10/29/17)</b>	<b>MAEP Nevitt US Bank Gallery (11/16/17-2/18/18)</b>	<b>Alisa Nisenbaum Capital Gallery (9/21/17-2/4/18)</b>	<b>Boundness Peaks: Ink Paintings by Minoel Araki Target Wing (10/17/17-5/24/18)</b>	<b>Hard Bodies: Contemporary Japanese Lacquer Target Wing (10/17/17-5/24/18)</b>	<b>Propeller Group, Harrison Gallery (4/22/17-9/10/17)</b>
<b>International Modernism Target Wing (through 9/17)</b>	<b>New Pictures: Omer Fast, Harrison Gallery (9/24/17-2/18/18)</b>	<b>History of Photography Perina Gallery (4/22/17-8/10/17)</b>	<b>History of Photography Perina Gallery (9/24/17-2/18/18)</b>	<b>Ann Collier (9/27/17-10/17/17)</b>	<b>I am Somali (8/19/17-4/29/18)</b>
<b>Pranks: 6344 Old Masters (5/29/17-1/4/18)</b>	<b>Kurin Rotation (3/6/18-3/1/18)</b>	<b>Horse Power (3/15/18-10/24/17-4/11/18)</b>	<b>George Morrison (3/31/18-10/21/17-7/1/18)</b>	<b>Mitsuhisa (2/28/17-2/29/17)</b>	
<b>AUDIENCE ENGAGEMENT:</b> Third Thursday Event (Blue Night)	<b>AUDIENCE ENGAGEMENT:</b> Third Thursday Event (Design Night with AIGA)	<b>AUDIENCE ENGAGEMENT:</b> Third Thursday Event (Intermezzo)	<b>AUDIENCE ENGAGEMENT:</b> Third Thursday Event (Artbeetle)	<b>AUDIENCE ENGAGEMENT:</b> Third Thursday Event (Art and Lit)	<b>AUDIENCE ENGAGEMENT:</b> Third Thursday Event
<b>CULTURAL:</b> New Acquisitions Announced	<b>LEARNING INNOVATION:</b> Mural #1 Unveiling Celebration	<b>LEARNING INNOVATION:</b> Relaunch The Store at Mia	<b>LEARNING INNOVATION:</b> Japan Exhibitions Opening Talks	<b>LEARNING INNOVATION:</b> Eyewitness Views Photographer's program (Fierman)	<b>LEARNING INNOVATION:</b> Current Conversation Tour - Topic TBD
<b>LEARNING INNOVATION:</b> Pierre Thiam Chef Event (Living Rooms project)	<b>LEARNING INNOVATION:</b> Family Fun Festival	<b>LEARNING INNOVATION:</b> Family Fun Festival	<b>LEARNING INNOVATION:</b> Day de Los Maestros Family Night Out	<b>LEARNING INNOVATION:</b> Book tour: Mad Enchantment Claude Monet and the Painting of the Water Lilies by Rose King	<b>LEARNING INNOVATION:</b> Book tour: Mad Enchantment Claude Monet and the Painting of the Water Lilies by Rose King
<b>LEARNING INNOVATION:</b> Sonnet Independence Day Festival	<b>LEARNING INNOVATION:</b> Art in the Park & Summer Studio classes	<b>LEARNING INNOVATION:</b> Art in the Park & Summer Studio classes	<b>LEARNING INNOVATION:</b> Art in the Park & Summer Studio classes	<b>LEARNING INNOVATION:</b> Book tour: Little Lessons of Making It Work by Tim Gunn	<b>LEARNING INNOVATION:</b> Tour of the month (every day at 1 pm)
<b>LEARNING INNOVATION:</b> Art in the Park & Summer Studio classes	<b>LEARNING INNOVATION:</b> Current Conversation Tour - topic TBD	<b>LEARNING INNOVATION:</b> Current Conversation Tour - topic TBD	<b>LEARNING INNOVATION:</b> Current Conversation Tour - topic TBD	<b>LEARNING INNOVATION:</b> Tour of the month (every day at 1 pm)	<b>MEDIA AND TECHNOLOGY:</b> My Mia Year End website treatment?
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# Comms Channels

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Who are the *people* we  
are trying to reach?

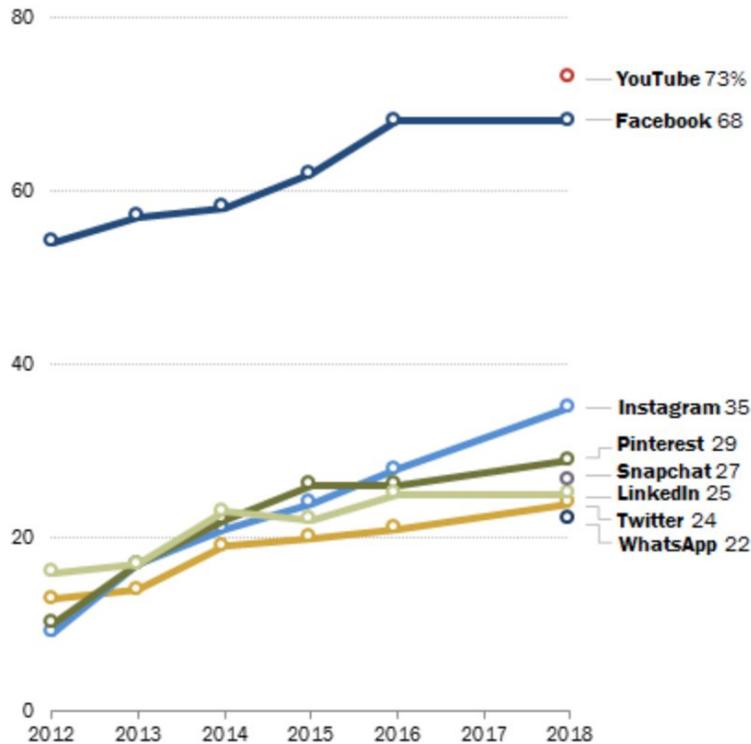
# First find your *current* patrons. Then find your aspirational patrons.

Current Patrons: Data Append, Facebook Insights, Google Analytics

Next Logical Patrons: List Matching, Lookalikes

## Majority of Americans now use Facebook, YouTube

% of U.S. adults who say they use the following social media sites online or on their cellphone



Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat or WhatsApp.  
Source: Survey conducted Jan. 3-10, 2018. Trend data from previous Pew Research Center surveys.

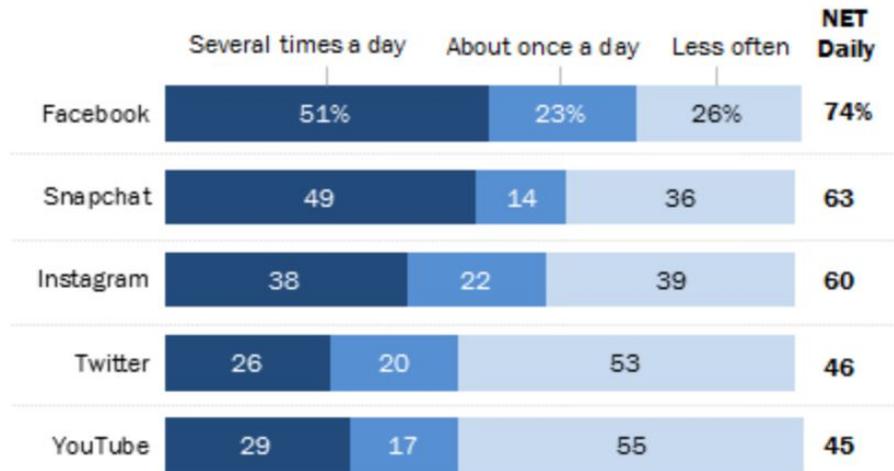
"Social Media Use in 2018"

PEW RESEARCH CENTER



## A majority of Facebook, Snapchat and Instagram users visit these platforms on a daily basis

Among U.S. adults who say they use \_\_\_\_, the % who use each site ...



Note: Respondents who did not give answer are not shown. "Less often" category includes users who visit these sites a few times a week, every few weeks or less often.

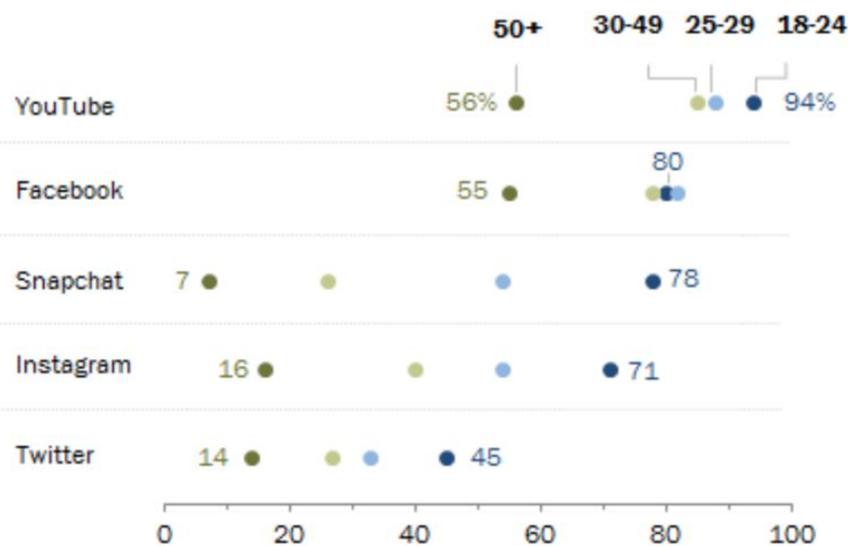
Source: Survey conducted Jan. 3-10, 2018.

"Social Media Use in 2018"

PEW RESEARCH CENTER

## Social platforms like Snapchat and Instagram are especially popular among those ages 18 to 24

% of U.S. adults in each age group who say they use ...

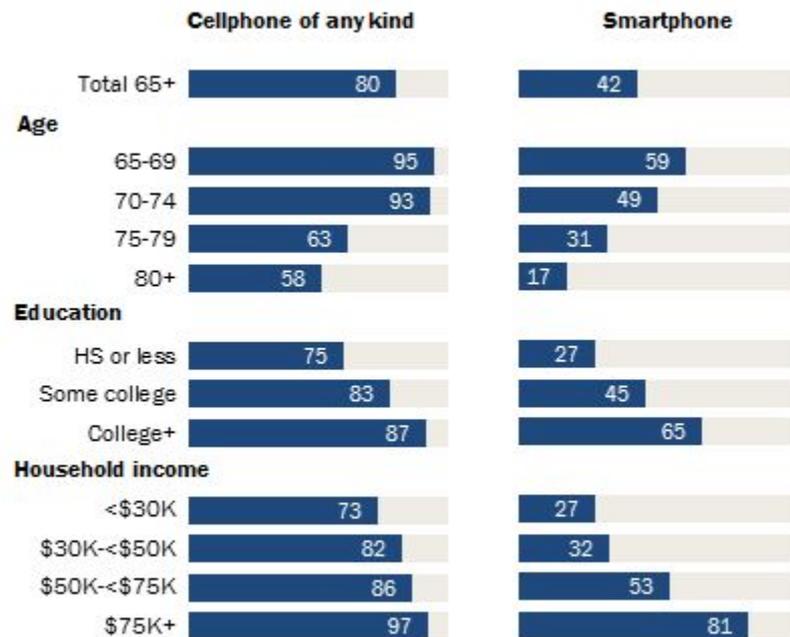


Source: Survey conducted Jan. 3-10, 2018.  
"Social Media Use in 2018"

PEW RESEARCH CENTER

## Roughly four-in-ten seniors are smartphone owners

% of U.S. adults ages 65 and older who say they own the following ...



Source: Survey conducted Sept. 29-Nov. 6, 2016.  
"Tech Adoption Climbs Among Older Adults"

PEW RESEARCH CENTER



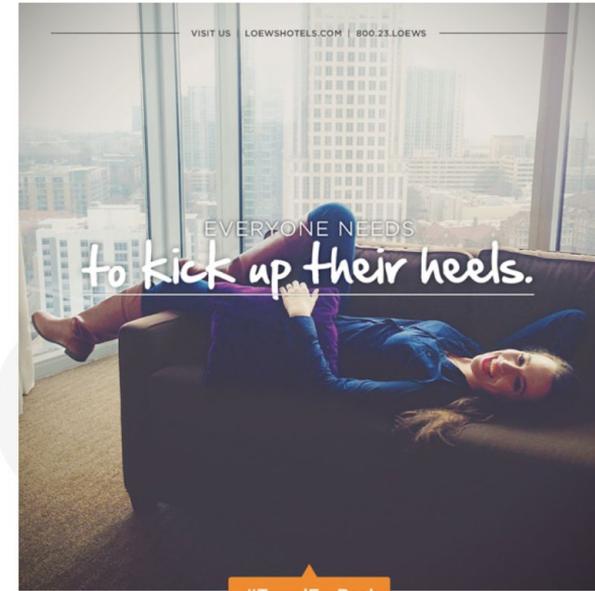
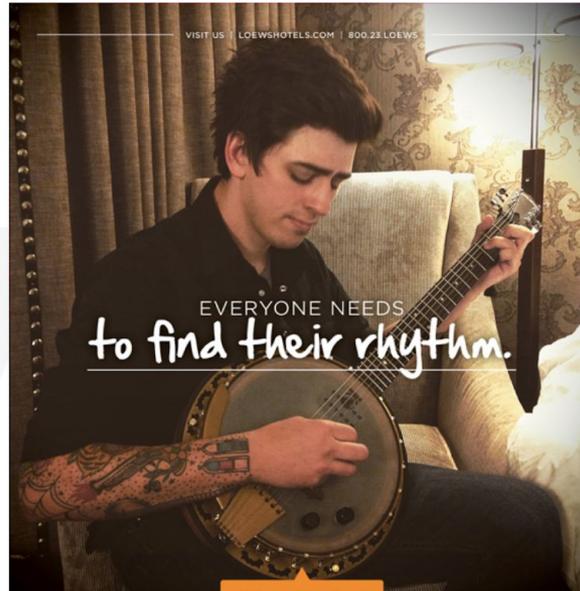
**How can we encourage**  
*participation?*



Palm Beach Opera // #PBOperaForAll



Pittsburgh Festival Opera // #MyFirstTime



Loews Hotels // #TravelForReal

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**J.Crew**  
May 22 at 12:03pm · 🌐

Your summer blueprint has arrived... Shop all new arrivals for the next 3 months: [jcrew.co/2keAB6h](https://jcrew.co/2keAB6h)



👍 Like    💬 Comment    ➦ Share    🌐

**Warby Parker**  
May 23 at 11:30am · 🌐

Introducing #WearingWarby—a new series where we highlight special individuals that use our glasses as a tool to accomplish some pretty great things. Case in point: Samantha Irby, the @nytimes best-selling author of "We are Never Meeting in Real Life," who's been #WearingWarby since 2015: <https://warby.me/2IIF5wD>



4K Views

👍 Like    💬 Comment    ➦ Share    🌐

**nycballet**  
FEBRUARY 3

3.8K 12 [Share](#)

WITH BALLET // "#withballet I write. My feet my pen, the floor my paper. I write about my joy, my struggle, my love. As I ghost write memories for my daughter ... with ...

**nycballet**  
FEBRUARY 3

5.4K 12 [Share](#)

WITH BALLET // "Her dreams are much bigger... #withballet" — @tinselndvelvet Thank you for sharing, @tinselndvelvet. #withballet, we can embrace the ...

**nycballet**  
FEBRUARY 3

9.7K 65 [Share](#)

WITH BALLET // "#withballet we teach confidence, grace & perseverance. With ballet we share a special world with dancers as they grow as students, people ...

**nycballet**  
JANUARY 26

5.3K 16 [Share](#)

WITH BALLET // "I was five years old when I saw my first ballet, Swan Lake, and took my first ballet class. Studied for 30 years, on and off. I was never going to be a ...

**nycballet**  
JANUARY 26

4.3K 6 [Share](#)

WITH BALLET // "I overcame bullying when I was 7 with ballet. Back then, I had discovered I loved what I saw in ballet and insisted that my parents enrolled me in ...

**nycballet**  
JANUARY 26

6.5K 14 [Share](#)

WITH BALLET // "#withballet I am able to express my passion. From the day I first stepped into a studio, every class, workout, rehearsal, and performance ...

New York City Ballet // #withballet

**How can we create more**  
*engaging* **content?**



**Milwaukee Ballet**

18 hrs · 🌐



Our new Tour de Force program, Glissade, takes center stage! Such a hardworking a great group of girls. Check it out!



JSONLINE.COM

**Can children in wheelchairs learn to dance? The Milwaukee Ballet certainly thinks so.**



**New York City Ballet**

March 6 · 🌐



Watch how ballet can benefit anybody and everybody, including one young girl who got to live her dream of being a ballerina with the help of NYCB Access Programs.

Since 2014, NYCB Access Programs has partnered with medical centers and special education schools to provide educational programs — movement workshops, artist visits, and performances — for children and adults with disabilities, their peers, and their families. The results are heartwarming, but more than that — they show how ballet can reach out and build a community of people moved by art. Learn more about the program at [nycballet.com/access](http://nycballet.com/access)



IF YOU TALKED TO PEOPLE  
THE WAY ADVERTISING  
TALKED TO PEOPLE, THEY'D  
PUNCH YOU IN THE FACE.

©hugh





**The keys to brand  
success are  
self-definition,  
transparency,  
authenticity and  
accountability.**

--Simon Mainwaring

# Questions?

# Don't be shy!



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